

WHAT IS CLAIMED IS:

1. A method of using a computer to conduct a transaction between a user and an originator comprising:
inputting into the computer a basic description and a corresponding detailed description of the user's unmet need or unsolved problem;
permitting the originator to access the basic description of the user's unmet needs or unsolved problems;
for the basic description, providing the originator an option to access the corresponding detailed description by agreeing to an online license agreement;
inputting into the computer an indication of agreement by the originator to the online license agreement; and
providing the originator with access via the computer to the corresponding detailed description.

2. A method according to claim 1 wherein the online license agreement is a limited duration, exclusive license.

3. A method according to claim 1 further comprising:
after the originator has indicated agreement to the online license agreement, disallowing other potential originators from accessing the basic description and corresponding description for the duration of the license agreement.

4. A method according to claim 1 wherein the corresponding detailed description is stored in the computer in encrypted form.

5. A method according to claim 4 further comprising:
providing the originator with an access key to decrypt the corresponding detailed description after agreeing to the license agreement.

6. A method according to claim 1 further comprising:
inputting into the computer a proposal by the originator to address the user's unmet need or unsolved problem.

7. A method according to claim 1 wherein the license agreement is nonexclusive.

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1 8. A method according to claim 1 wherein the originator accesses the
2 corresponding detailed description using an Internet browser.

1 9. A method of using a computer to conduct a transaction between an
2 originator and a user comprising:

3 inputting into the computer a basic description and a corresponding
4 detailed description of the originator's proposal;

5 permitting the user to access the basic description of the originator's
6 proposal;

7 for the basic description, providing the user an option to access the
8 corresponding detailed description by agreeing to an online license agreement;

9 inputting into the computer an indication of agreement by the user to the
10 online license agreement; and

11 providing the originator with access via the computer to the corresponding
12 detailed description.

1 10. A method according to claim 9 wherein the originator's proposal is
2 in response to the user's unmet need or unsolved problem inputted and accessed using the
3 computer.

1 11. A method according to claim 9 wherein the online license
2 agreement is a limited duration, exclusive license.

1 12. A method according to claim 9 further comprising:
2 after the user has indicated agreement to the online license agreement,
3 disallowing other potential users from accessing the basic description and corresponding
4 description for the duration of the license agreement.

1 13. A method according to claim 1 wherein the corresponding detailed
2 description is stored in the computer in encrypted form.

1 14. A method according to claim 13 further comprising:
2 providing the user with an access key to decrypt the corresponding
3 description after agreeing to the license agreement.

15. An apparatus to facilitate transactions between a user and an originator comprising:

a computer comprising a processor and storage device, wherein a computer program causes the computer to

store using the storage device a basic description and a corresponding detailed description of the user's unmet needs or unsolved problems,

allow the originator to access the basic description of the user's unmet needs or unsolved problems, and

allow the originator to access the corresponding detailed description by agreeing to an online license agreement.

16. An apparatus according to claim 15 wherein the online license agreement is a limited duration, exclusive license.

17. An apparatus according to claim 15 wherein the computer program further causes the computer to

disallow other potential originators from accessing the basic description and corresponding description for the duration of the license agreement.

18. An apparatus according to claim 15 wherein the corresponding detailed description is stored in an encrypted form.

19. An apparatus to facilitate transactions between a user and an originator comprising:

a computer comprising a processor and storage devices, wherein a computer program causes the computer to

store using the storage device a basic description and a corresponding detailed description of the originator's proposal,

allow the user to access the basic description of the originator's proposal,

and

allow the user to access the corresponding detailed description by agreeing to an online license agreement.

1 20. An apparatus according to claim 19 wherein the originator's
2 proposal is in response to the user's unmet need or unsolved problem stored on the
3 storage device and accessed through the computer.

1 21. An apparatus according to claim 19 wherein the online license
2 agreement is a limited duration, exclusive license.

1 22. An apparatus according to claim 19 wherein the computer program
2 further causes the computer to
3 disallow other potential users from accessing the device description and
4 corresponding description for the duration of the license agreement.

1 23. An apparatus according to claim 19 wherein the corresponding
2 detailed description is stored in an encrypted form.

1 24. An apparatus according to claim 19 wherein the user accesses the
2 computer using a second computer by way of a network and an Internet browser program.

1 25. An apparatus according to claim 19 wherein the storage device is a
2 computer fixed disk device.

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